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The Greater Lansing BUSINESS MONTHLY

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The Greater Lansing Business Monthly
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The 2008 Ten Over the Next Ten award winners front row (left to right): Brigham Young, Jamie Schriener-Hooper, Matthew Hill, Karen Steff, Ryan Henry, Jessica Yorko. Back row: Kira Carter, Brian Anderson, Camron Gnass and Tiffany Ford.

Young Leaders Honored

by Christine Caswell. Photos by Roger Boettcher and Terri Shaver.

"I'm the Susan Lucci of the 10 Over [the Next] Ten Awards," announced Lansing City Attorney Brigham Smith. Another award winner (who shall remain nameless) stuck out her tongue during the group photo, and Liquid Web CEO Matthew Hill gave tips on the grooming required for a blue-tinted mohawk.

All of this youthful irreverence was fitting for the 2nd Annual 10 Over the Next Ten Awards on September 24, 2008. A joint venture among the Lansing Regional Chamber of Commerce, *The Greater Lansing Business Monthly*, and Grand River Connection, 10 Over the Next Ten recognizes ten successful, young professionals as people to watch over

the next ten years. Nominees must be no older than 35, and professionally centered and working in the tri-county area for at least two years. This year, almost 70 nominations were received, and the top 20 finalists were recognized at the ceremony, along with the ten award winners.

"I think it's awesome to see us with our own recognition of young entrepreneurs without having to learn what Detroit or Grand Rapids is doing," said Bill Sepic, former president/CEO of the Lansing Regional Chamber of Commerce.

"There was a diverse pool of applicants who applied this year, as far as education, race and sex," noted Charles Blockett Jr. of Charles Blockett &

Associates, who was one of the seven judges. "It was difficult to narrow it down to ten, but the region will be in good hands with these talented young people."

One of those with a diverse education is Hill, who decided to graduate from Holt High School, even though he had already been successfully running Liquid Web for two years. As for being named one of the 10 Over the Next Ten, he stated, "We appreciate all the recognition that the city and the area have given to us. We're a dynamic company and we're growing rapidly. We're excited to be here."

And Smith (who, unlike Lucci, only had to wait one year to win his award), noted, "Both Brian Anderson [of the

Lansing Economic Development Corporation] and I were up for the City of Lansing, and we're both just excited that the city is being recognized for putting us in positions where each of us can play our part. It's a tribute to the mayor and to the city for the progress we've made."

Karen Steff's mother was a college professor who served on former President Jimmy Carter's Committee on Small Business Owners. Steff was only a teenager when her mother died from cancer. "Growing up with a parent who was very distinguished and well known, and not getting to know her as an adult, [winning the award] is a connection to her," said Steff, partner and owner of Such Video, Inc. "The room was filled with very impressive

professionals, so the win was a pretty big deal. I feel very lucky."

"After hearing all of the work the other nine winners had done and all of their accomplishments, I was especially surprised that I won," added Jamie Shriner-Hooper, executive director of the Old Town Commercial Association. Shriner-Hooper left a much higher paying private-sector job three years ago to run the nonprofit association. "This year, we had pretty significant Old Town representation [at the awards]. Six of the finalists and three of the winners were from Old Town." One of the finalists was her sister.

"Usually you see older, established people in the community winning awards," she continued. "So it's exciting to be recognized for the contribution young people are making in Lansing. I'm not going anywhere."

"I don't think I'm old enough to give advice," Smith, the youngest person in his office, replied when asked if he had any words of wisdom for those up-and-comers who are even younger.

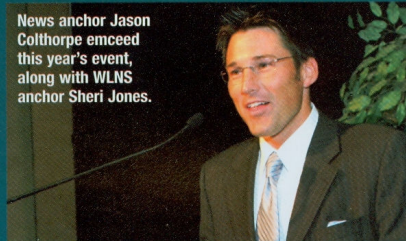
"I can pass along advice though that I got from my grandfather. He said, 'Don't plan. Be prepared, but don't plan because the best and worst things in life just happen. Don't think you can determine if they do.'"

"I honestly don't think you can do anything but succeed when you do the thing you love," said Steff, who started as an intern at Such while she was still in college. "Sometimes, that means you just go with your gut."

"It's just maintaining a drive and not losing sight of what you're trying to do," added Hill. "Be fearless."

Congratulations to this year's 10 Over the Next Ten award recipients. ■

News anchor Jason Colthorpe emceed this year's event, along with WLNS anchor Sheri Jones.

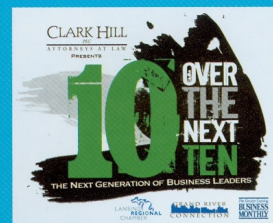


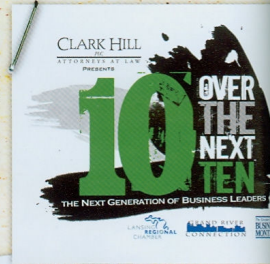
2008 Judges:

Paula Cunningham, President of Capitol National Bank
Curt Munson, Owner of Playmakers, Inc.
Charles Blockett Jr., President of Charles Blockett & Assoc.
Bill Kimble, President of C2AE
David Marvin, Attorney with Fraser Trebilcock Davis & Dunlap
Jeannine Dodson, General Manager for Adams Outdoor Advertising

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Up Close and Personal with the 10



Brian Anderson, Center City Director

Lansing Economic Development Corporation

After graduating from college in 2005, Anderson started as the development specialist for the

Lansing Economic Development Corporation. When the office reorganized a year later, he was named the director of Midtown Lansing, which entailed handling all economic development activity within Lansing's East Side, West Side, Old Town and REO Town. Then the downtown area was added as well.

Over the past three years, Anderson has managed more than 35 projects, accounting for more than \$100 million in private investment. He was also part of Lansing's team for approval of the sale of the City Market property. Anderson currently serves on the boards of the REO Town Commercial Association and the Old Town Commercial Association.

Kira Carter, President and CEO

Sparrow Specialty Hospital

Carter is a Lansing native who graduated from J.W. Sexton High School before earning bachelor's and master's degrees in health administration. Carter joined the Sparrow Health System as a senior planner in 2000. She then served as the chief operating officer of the Sparrow Specialty Hospital for two years and aided in the opening of the facility. The specialty hospital treats critically ill adult patients who require long-term hospital stays. Carter is now president and CEO of the Sparrow Specialty Hospital.



Tiffany Ford, Vice President of Finance

Michigan State University Federal Credit Union

With a bachelor's degree in accounting from MSU and a master's degree from MSU's Eli Broad Graduate School of Management,

Ford started as the assistant vice president of internal audit for the MSU Credit Union in 2000. She was promoted two years later to vice president of the contact center and again in 2006 to her current position as vice president of

finance. Ford said one of her most fulfilling professional accomplishments was developing an in-house program that impacted all departments of the credit union and its members.

Ford is also a wife and mother, serves in the Youth and Young Adult Ministry at Mount Hope Church, and volunteers at Post Oak Elementary.



Camron Gnass, Owner

Vision Creative

With \$300 in the bank, an old computer, and a rented desk in a small office building, then 19-year-old Gnass started Vision Creative in

1995. Today he has eight employees in a century-old building he rehabilitated in Downtown Lansing. Vision Creative develops company identities, marketing, and communications materials, along with websites and other forms of branding. Vision Creative's pieces have featured nationally, including in *Newsweek*, and on CNN and ESPN. The company also has many clients in the Lansing area, including Troppo, Dublin Square and Biggby Coffee®.

Gnass is also very active in the community, serving organizations such as the Keep Learning Initiative and the Ronald McDonald House. Additionally, he volunteers as a coach and referee.

Ryan Henry, Vice President and Co-founder

Kincaid Building Group

As a builder, Henry has participated in the redevelopment of both Downtown Lansing and East Lansing. In 2005, with partner, Ryan Kincaid,



he co-founded what is now known as the Kincaid Building Group. Kincaid is a general contracting, construction management, and design company, with an emphasis on urban development and green building. Current projects include Annabelle's Pet Station, the Career Quest relocation, DBI facade improvements and West Village in East Lansing.

Henry is active in his church community, establishing a financial counseling ministry, a community service team focused on the needs of the poor and leading a prayer ministry with his wife. He is also active with the Lansing Rescue Mission, Food Movers and the United States Green Building Council.

Over the Next Ten 2008 Winners

Matthew Hill, Founder and CEO

Liquid Web

Hill founded Liquid Web in 1997 at age 16. He officially opened his first office in Holt in 2000. Liquid Web's headquarters are now in Delta Township and is a hosting and data center that also deals with disaster recovery and providing an off-site data center for companies that need security.

Hill expects to have a second data center up and running by February 2009, employing 150 people locally and hosting over 750,000 websites. Construction started this year on a third data center, which is expected to create almost 600 new jobs and serve 25,000 clients. Hill was recognized as an INC5000 recipient in 2007 and 2008. He is also involved with the Capital Area IT Council; LINC which is a local IT association; and LCC's ITEC program.



Smith was partner at Honigman, Miller, Schwartz, and Cohn, LLP. In 2008, he was recognized as a Super Lawyers Rising Star, for which top attorneys in the United States are chosen by their peers. In 2007, he was named the International Municipal Lawyers Association Young Public Lawyer of the Year as well as being the first recipient of the Daniel J. Curtain Jr. award, recognizing the nation's preeminent public law practitioners under the age of 40.

Karen Steff, Partner and Owner

Such Video, Inc.

Steff started at Such Video in 1995 as an intern while she was attending MSU. She was then promoted to managing projects and overseeing strategic operations to eventually becoming vice president in 1999, and partner and owner of the business with mentor David Such. Even in the current economic environment, Such Video has managed to double its gross business over the past 10 years.



Steff has bachelor's degree in telecommunications and serves on committees for Ele's Place and the Area 8 Special Olympics. She also volunteers at a local hospital, the March of Dimes, and her church. Steff is also proud of being a part of Old Town's revitalization, serving on the Old Town Commercial Association's board since 2001.

Jessica Yorko, Owner

Sustainable Solutions

Westside Alliance Program Manager Northwest Initiative

A 2000 graduate of Kalamazoo College, Yorko started her career with the Michigan Department of Environmental Quality. In 2004, she left to start her own company, Sustainable Solutions, helping organizations with event planning, advocacy, project management, marketing, communications and fund raising.



In 2006, Yorko also became the Westside Alliance program manager at the Northwest Initiative. The program goal's is to promote community and economic development along Saginaw Street on Lansing's West side. Under her leadership, the initiative has received nearly \$500,000 in support and resources to assist in the revitalization. Additionally, Yorko serves on the board of the Mid-Michigan Environmental Action Council and received the Mayor's Hometown Hero award in 2008.

Jamie Schriner-Hooper, Executive Director

Old Town Commercial Association

For three years, Schriner-Hooper has served as executive director of the Old Town Commercial Association (OTCA), a nonprofit organization dedicated to revitalizing Lansing's historic Old Town district. OTCA has more than 200 members, and Schriner-Hooper is also responsible for overseeing hundreds of volunteers who logged more than 2,000 hours in 2007 alone.

Since she has been with OTCA, more than 30 new businesses have opened, creating more than 200 new jobs. She also has helped to create two new events: Old Town Oktoberfest and Taste and Tour Old Town. Additionally, Schriner-Hooper was instrumental in the associations winning the IKEA makeover contest which gave ten Old Town businesses \$10,000 each in IKEA products.

Brigham Smith

City of Lansing Attorney

Smith has helped to negotiate approximately \$500 million in investment in Lansing over the past two years. He just concluded the Market Place deal and closed on the Lansing Art Council Building and the Capitol Club Tower.

Prior to his appointment by Mayor Virg Bernero in 2006,



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